

ABSTRACT OF THE DISCLOSURE

A method of increasing the number of applications for enrollment at an educational institution including the profiling of an educational institution's candidate database and inquiry pool against its particular enrollment objectives and personalized communication with selected candidates. The method also provides candidates who are interested in an educational institution with an opportunity and selected incentives to electronically access, complete and submit partial or complete applications for admission. The method also provides for personalized follow-up communications with selected candidates and for the monitoring, compilation and reporting of applications received using the method.

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